

window magic

for the home decorator—

solve the window

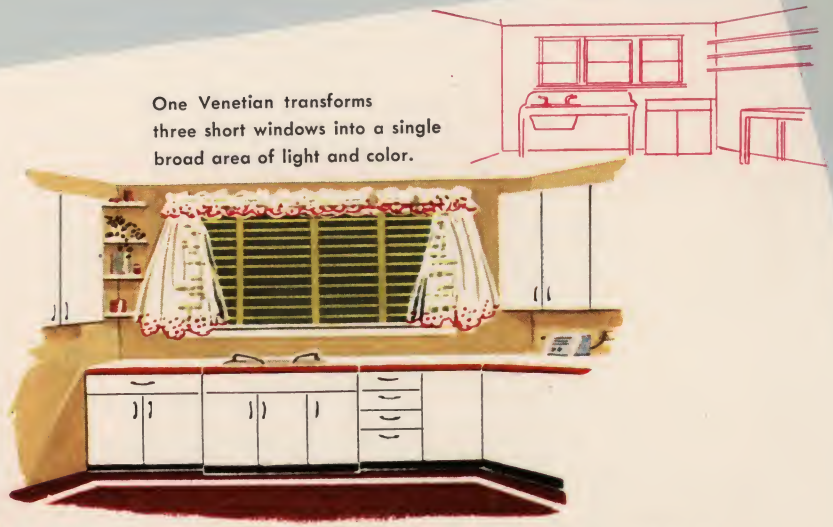
tired of that problem room? Planning to redecorate? Well, if you were to hire an interior decorator, his first move would be the selection of a center of interest . . . if not a fireplace, then very likely the windows. So why not make your windows the center of interest in your problem room—the focal point of beauty to spark the entire room. But your windows are drab? Uninteresting? Well, just by following the few basic principles illustrated in this booklet, you can turn those ugly ducklings into something excitingly beautiful. *Window Magic*, we call it. Just look and see!

Copyright 1951 Levolor Lorentzen, Inc., N. Y.

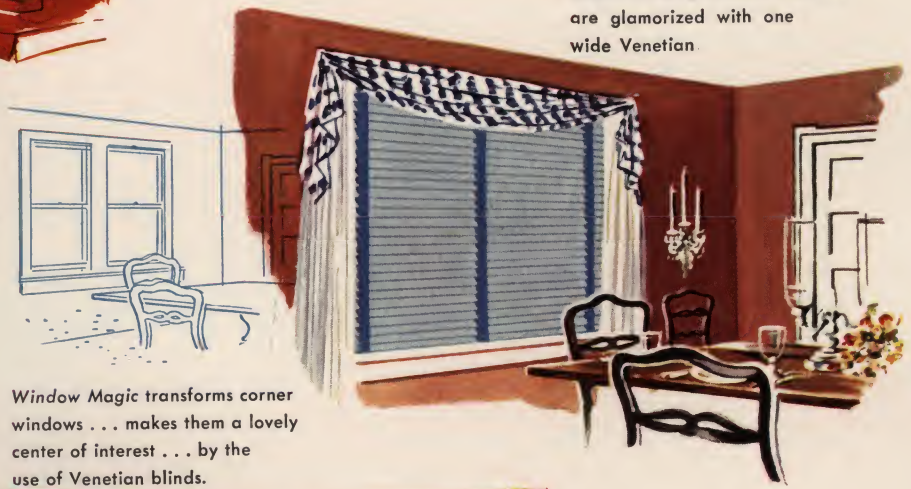
An old-fashioned triple becomes smart and modern as a picture window . . . thanks to a wide Venetian blind.



One Venetian transforms three short windows into a single broad area of light and color.



"Spaciousness" is achieved when two long narrow windows are glamorized with one wide Venetian



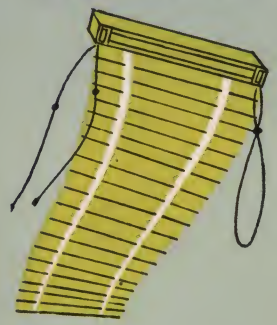
—solve the room

Here you see four typical examples of **Window Magic.** Fresh, imaginative window treatment rejuvenates formerly drab areas. And with what exciting results! Yes, solve the window and you can solve the room.

Window Magic transforms corner windows . . . makes them a lovely center of interest . . . by the use of Venetian blinds.

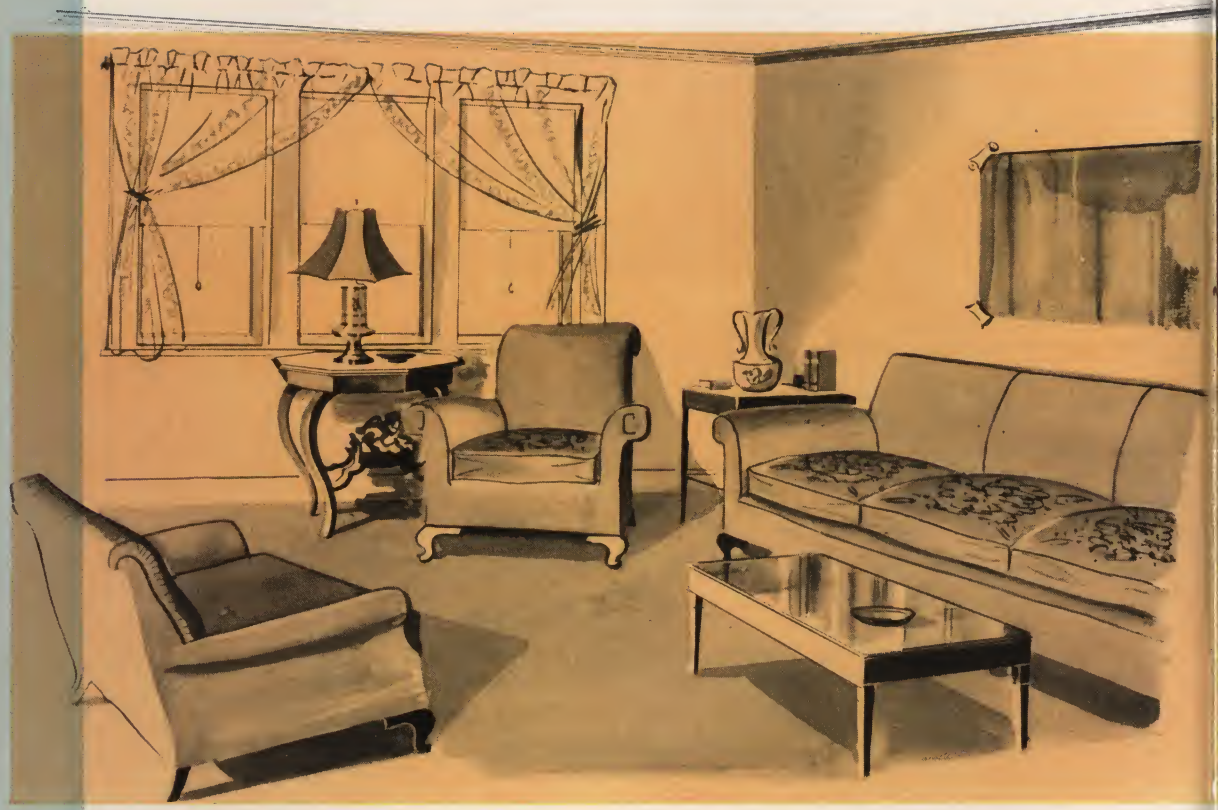


a new room



for a few dollars and VENETIAN BLINDS

Because of the old-fashioned triple windows, this room seemed to present an expensive redecorating problem. However, by treating the three windows as one, a complete transformation was effected. The window area . . . once an eyesore . . . became a sparkling center of interest, setting the pace for the entire room. A change in wall color; purchase of new drapes and slip covers; installation of a large Venetian . . . all that were necessary to turn the trick.



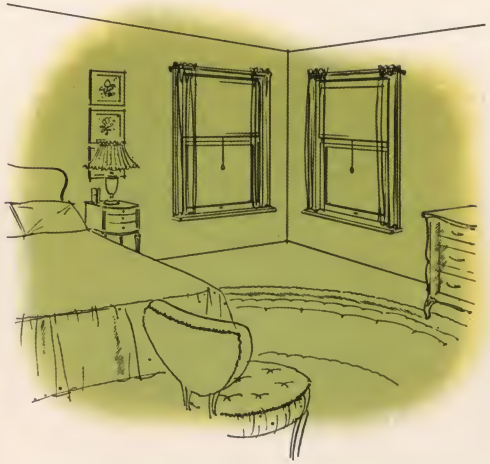

Notice how both controls are on the right — an exclusive feature that only Venetian blinds made with Levolor metal heads can offer you.



treating a double doorway

● No longer a problem, these double doorways! Now . . . thanks to Venetians that are smart in styling, smart in color . . . they become charming, dramatic closures, or openings, at the mere pull of a cord. Venetians down, and you have two separate living areas in your home. Venetians up, and you instantly transform both areas into one large, spacious room that invites gracious living!





treating corner windows

● How to make the most of corner windows . . . give them bigness, brightness, spaciousness by the use of two matching Venetians. (Decorating tip: in choosing your colors, be sure that the blind is color-related to the walls. In this particular case, the Venetians were lighter than the walls, with a darker tape. Venetians of this type can be custom-built and installed to function perfectly.)

colors are easy

All you do is combine three or four colors that go well together.
Something dull, something bright.
Something dark, something light.
That's an easy formula, but always good.
If you are starting anew, build your color scheme around two or three colors that work well together—colors that suit the room as well as your own individual tastes.
Good starting points in finding those colors: a favorite patterned fabric, or a picture, or a piece of lovely china which will occupy that room. Your room color scheme may be keyed to either related or complementary colors.

Related colors are those derived from the same primary, such as red and red-violet, or yellow and yellow-green, or blue and blue-green. Complementary colors are contrasting or opposite colors, such as red with cool green. You will find examples of this, along with a comprehensive listing of colors that go together on the last page of this book.





colored venetians



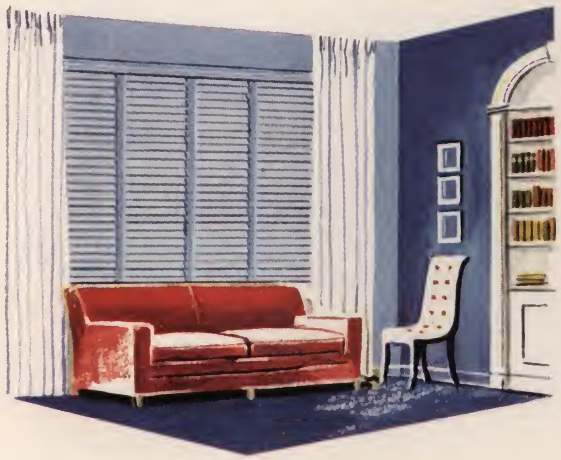


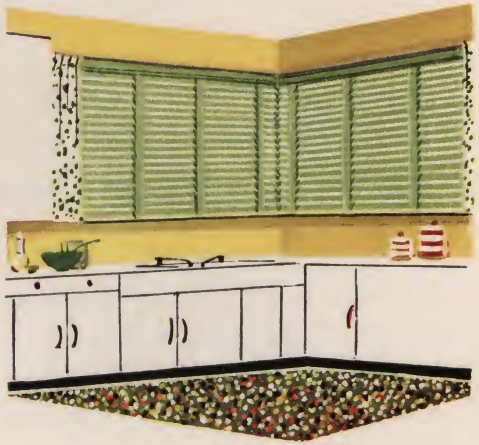






will solve your window problem









■ Wood grained venetians may be purchased in any of the following.

KNOTTY PINE

LIME



NATURAL



DARK

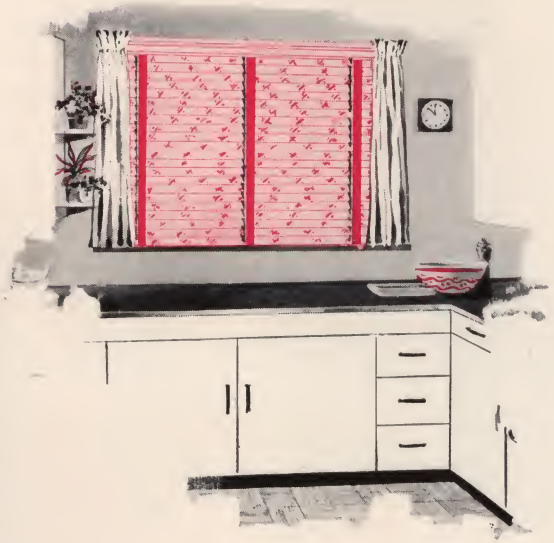
wood grained venetians for dens and studies

Do you have a pine paneled study—or a basement playroom?
These problem windows are easily solved with modern wood grained venetians.
Dens and libraries may also carry out their theme of restful wood by using one
of the striking wood grains now available. Best of all, they are all metal,
with the Levolor head and bottom bar in matching grains—truly the perfect venetian.
These venetians can be purchased at your regular dealer's at a very slight
additional cost. They are plastic coated and eliminate all varnish refinishing
and clean with the whisk of a cloth.

mother-of-pearl for the bath or very special room

Now you can have venetians in this popular favorite . . . lovely iridescent mother-of-pearl. It will give your bathroom the crisp, refreshing atmosphere so desirable.





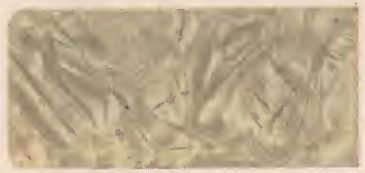
something new for the kitchen

Kitchen red in a dainty overall pattern with a cheery kitchen design dancing over the entire venetian. Here is a design to bring you the very last word in custom-built venetians.

■ All mother-of-pearl colors and the kitchen red design may be had in all-metal venetians with matching Levolor head and bottom bar and come in the following colors. Ask any approved Levolor dealer.



CORAL PEARL



IVORY PEARL



BLACK PEARL



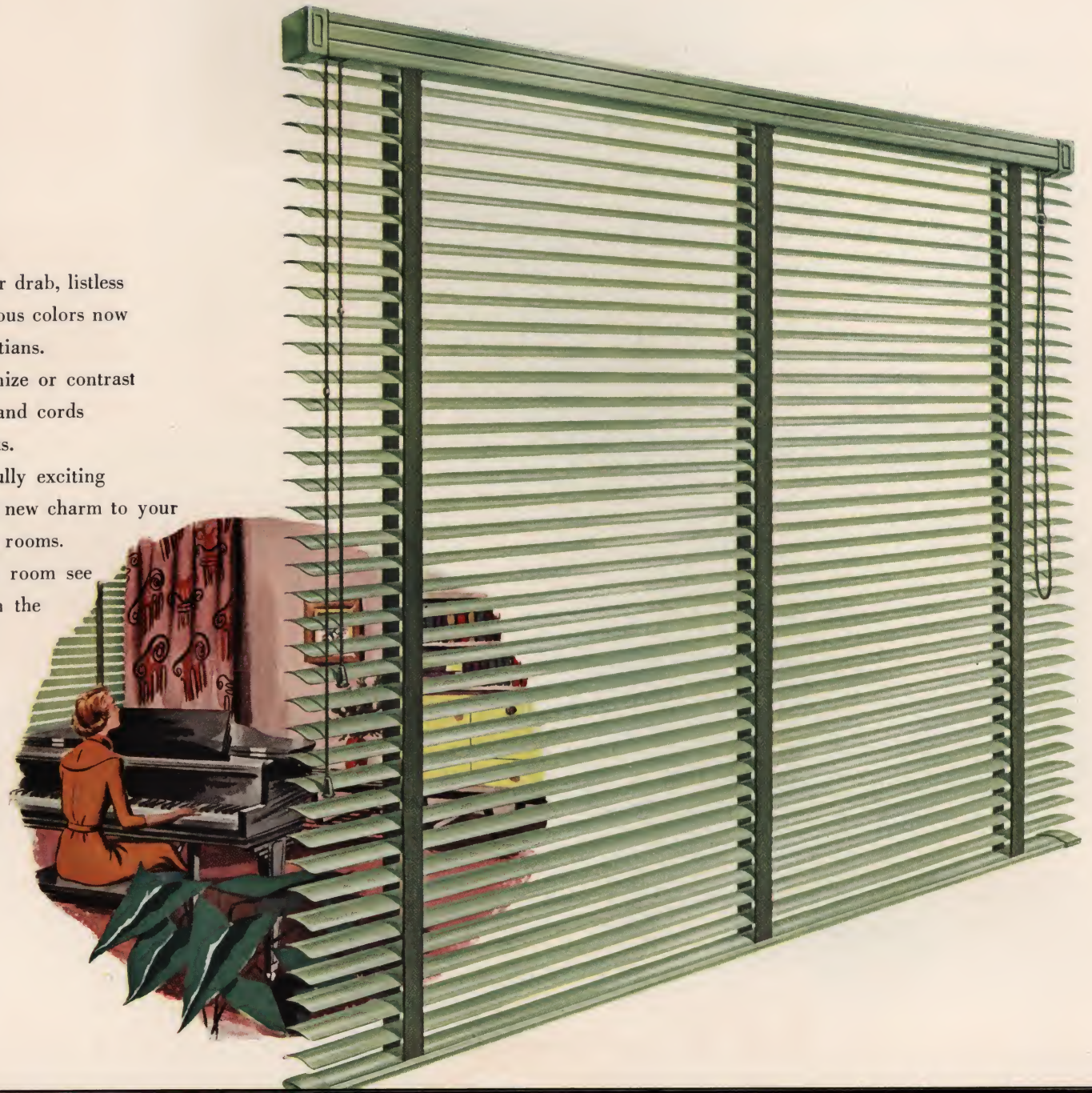
GREEN PEARL



KITCHEN RED

now, windows can become part of your color scheme because

There is no need for drab, listless windows—not with all the glorious colors now available in Levolor-built Venetians. Blinds can be made to harmonize or contrast with walls and drapes. Tapes and cords can match or contrast with slats. Literally hundreds of wonderfully exciting variations can be made to add new charm to your windows . . . new life to your rooms. To help you in planning your room see "Colors That Go Together" on the last page of this book.



you can have venetians in exciting *decorator colors!*

Yes—custom venetians are obtainable in a wide range of colors—and many whites and off-whites not shown on this page. The colors shown are printed colors—it is not possible to reproduce the sparkling beauty and true colors your venetian blind manufacturer can give you in grade "A" custom venetians—but it will give you a slight idea of the possibilities. Just ask your neighborhood venetian blind dealer to show you the actual samples. He will be delighted—with no obligation whatsoever on your part.

HERE ARE OTHER COLORS NOT SHOWN—
OBTAINABLE IN GRADE "A" CUSTOM VENETIANS

WHITE	EGGSHELL
OFF-WHITE	SILVER
OYSTER WHITE	ALUMINUM (Solid)

BRONZE (Solid)





FOR THE FINEST SAY **LEVOLOR** Trade Mark BUILT CUSTOM VENETIANS



Leading decorating authorities say: "Complement draperies with venetians"...

If there has been some confusion in your mind—whether to use drapes or Venetians—the answer is "You must use both." Drapes are an important part of the decorating scheme, while Venetians, in addition to being decorative, are functional. They control the light, reduce the temperature and assure privacy. That is why your selection of Venetians—both from the standpoint of their color and efficiency—is so important.

LIVING shows contrasting colors in walls, draperies and Venetians

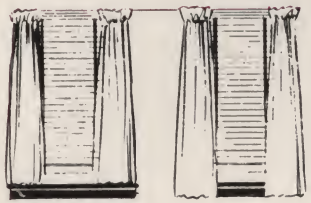
THE WOMAN'S HOMECOMPANION shows the double ruffle—white Venetians

LIVING shows matching Venetians and walls with bright draperies





Drapery Lengths





Draperies and curtains should be hung to reach the window sill, the apron or the floor. Any length falling between these natural divisions spoils the "custom-tailored" appearance all windows should have. Extensions such as ruffles or contrasting bands of fabric will adjust the length of too-short curtains and draperies.

Questions and Answers

Q How can I build a color scheme for my rooms?

A Choose a patterned fabric, a picture or a piece of lovely china which contains colors you like; then match walls, rugs and furniture to these colors.

Q What is meant by warm and cool colors?

A Warm colors are those made primarily of yellow or red. Cool colors are made primarily of blue and green.

Q What should I choose for my walls—wallpaper or paint?

A Use both. Paint is the perfect background for all rooms. Paper in small quantities adds variety, such as an accent on one wall or ceiling or as a border.

Q How does one achieve balance of color in a room?

A Most rooms are satisfyingly decorated with a scheme made up of 3 basic colors—with large areas treated in soft, eye-restful tones; furniture and draperies in richer, deeper tones; and accessories in sharp, bright accent. The 3 basic colors should be repeated on each side of the room.

Q Do dark colors on the walls make a room dark?

A No . . . light floor covering, ceiling and fabrics provide lightness and make for effective contrast.

Q Must you use a warm wall color in a room with a cool exposure?

A Not if the floor covering, ceiling and upholstery colors are warm in tone. Every room needs the contrast of warm and cool colors.

Q How should draperies be hung at a window group with only 6 or 8 inches of space between each window?

A The group should be treated as one window, with draperies to the floor and a valance or cornice to tie them together.

Q What decorative value can mirrors add to a room?

A Strategically placed, they give the illusion of more space. On a dark wall they reflect light and color, and they provide a spic and span feeling to any room.

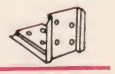
Q How should I choose tape colors in my Venetians?

A The safest rule is to have your tapes the color of your slats; that will make it easier for you to select your drapery fabrics, upholstery fabrics or floor coverings. If you prefer to have a dark green tape on a pastel green Venetian blind in a green room or an Early American room, it would be harmonious. You might also have a brown tape on a terra cotta blind if you had a modern decor using brown, terra cotta and pale blue for your color scheme. But the safest bet is always to use a tape of the same color as your Venetian blind. It is the art that conceals art to achieve a masterpiece of understatement in your overall picture of gracious living.

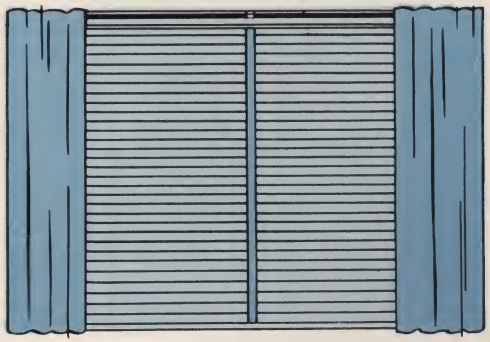
solving the drapery and cornice problem...

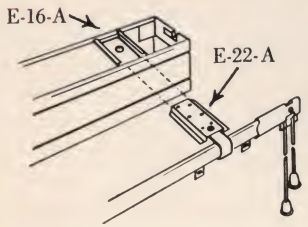
Cornices and draperies present no problem with the modern fixtures obtainable today. Attaching them however often requires skill or results in ruined plaster or unsightly holes. Window magic presents here a few of the easy methods made possible with Levolor metal head blinds—leaving no scarred plaster or ugly holes.

HERE'S WHAT YOU ASK FOR

LEVOLOR BRACE	E-16-A	
LEVOLOR EXTENSION BRACKET	E-22-A	
LEVOLOR RIGHT ANGLE BRACKET	E-16-D	
LEVOLOR RIGHT ANGLE BRACKET	E-16-U	
LEVOLOR ATTACHMENT	E-25-F	

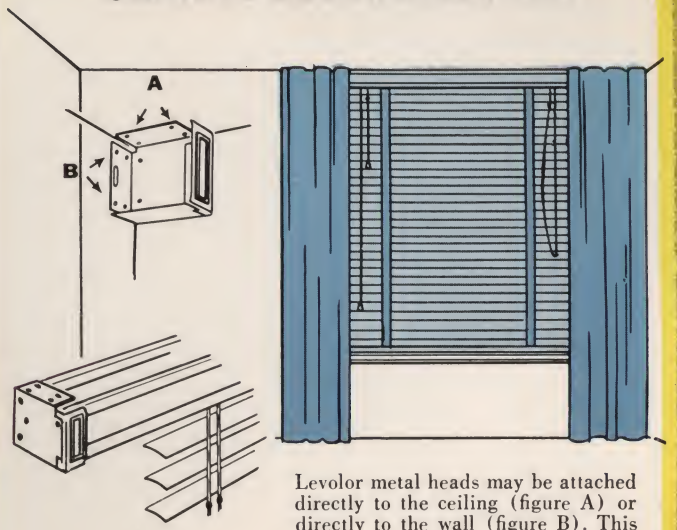
INSTALLING DRAW DRAPERIES





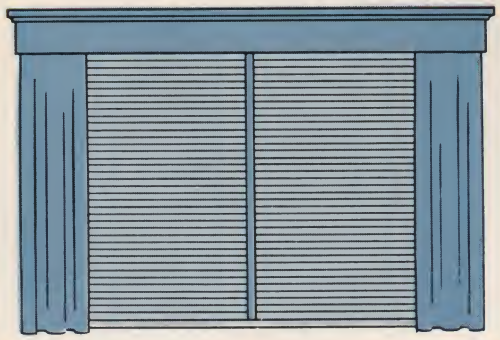
A very simple task with a Levolor metal head venetian. Simply snap the LEVOLOR (E-16-A) brace into the head —slide the LEVOLOR (E-22-A) extension bracket into the brace and attach standard draw drape fixture to the bracket. A solid installation that requires no attachment to wall or window casement.

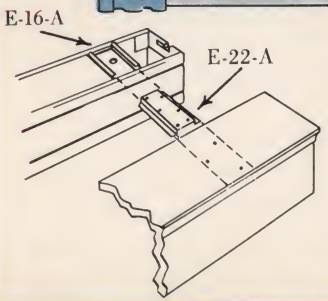
CEILING TO FLOOR INSTALLATIONS



Levolor metal heads may be attached directly to the ceiling (figure A) or directly to the wall (figure B). This type of an installation allows the head to extend outside of the venetians. Draperies are hung on the metal head with standard drapery hooks. The final effect is a very large window.

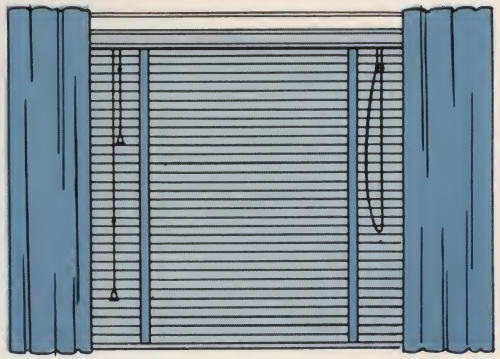
INSTALLING CORNICES

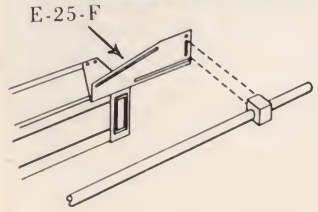




Cornices may be attached directly to a Levolor metal head by the use of special fixtures. Using the brace (E-16-A) the extension bracket (E-22-A) slides into the brace, thus giving perfect support for the dust cover of the cornice. Right angle backets may also be used (see box at left).

ADDING WIDTH TO A WINDOW





Here is an ingenious method of hanging draperies—outside the venetian blind. This gives added width to a single window. Use a Levolor attachment (E-25-F). Simply bolt it through the screw holes in installation bracket and attach any standard traverse or curtain rod.

LEVOLOR BUILT VENETIANS
work as well as they look

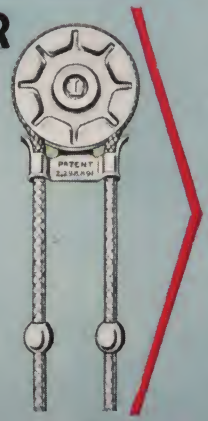
Yes, the word Levolor not only means the ultimate in beauty for your window . . . it means a venetian blind that ***Works*** as ***Well*** as it ***Looks.***

Levolor, the mechanism that tilts and raises or lowers your blinds, is the oldest name in venetian-blind hardware. Levolor represents years of engineering and constant improvement . . . that is why the word Levolor means venetian blinds that operate smoothly and efficiently, year after year. That is why the Levolor tag means venetians that are beautiful to look at and a pleasure to operate.

how to order good venetians

Venetian blinds are placed in two categories: 1. Stock. 2. Custom built. Briefly, the difference is this: stock blinds are made to standard sizes. As a rule, they are white or off-white and vary in quality—you must also measure your windows and install them yourself. Like any other product, they are worth exactly what you pay for them and should be carefully compared with a quality custom built venetian before buying. In a custom built venetian you have a product tailored to your own specifications with the added service of measuring and installing—a safe, sure method. A representative will call on you and intelligently discuss and advise you on color selections and other betterments that assure you of quality blinds. These two pages are devoted to Levolor refinements—factors of vital importance. So, study these features carefully and ask for them—there is always a local manufacturer or dealer who will gladly see that your blinds are built with Levolor, "time proven products for Venetians."

LEVOLOR
the magic self-adjusting tilter





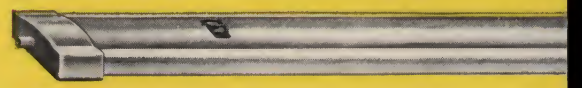
Tilt cords are never out of reach because of the beads—and if they become a bit uneven—just reach up and pull the short cord and—click, they are even again. This Levolor patented feature alone makes Venetians a pleasure to own and to look at!

Always look for the



Identified by this head design

LEVOLOR
metal head



LEVOLOR
bottom bar
with this removable slat blind feature for thorough cleaning



A special feature allows the slats to be removed by simply sliding over the locking device and removing the cord. Reassembling is just as simple.

and the **LEVOLOR** tags



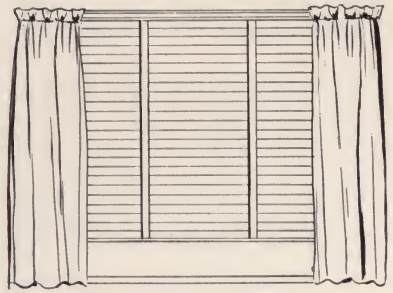


A series of venetians can be tilted from one control

With this Levolor feature—any number of venetians may be ganged to tilt (a LEVOLOR exclusive)—all from one control. The controls may be located at the most practical position.

Levolor metal heads make perfect drapery cornices

Modern, streamlined Levolor metal heads—when used as an outside installation take the place of a cornice. Simply hang the draperies with drapery hooks over the metal head. There is a full line of colors to fit your decorating scheme.

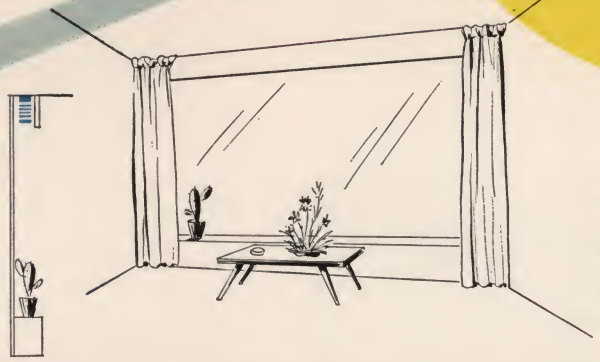


did you Know?

Both controls can be placed in any position

On large blinds or corner installations it is convenient and smart looking to locate the controls in various positions. (an exclusive LEVOLOR feature). Consider this advantage when buying your venetians.



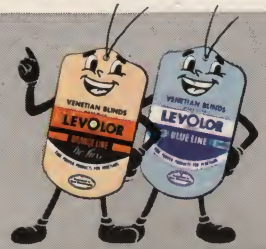


Venetians can be concealed in overhead pockets

Many popular styles of picture windows require venetians that can be utilized for privacy—yet must completely disappear to give the full beauty of the windows and the view. The perfect solution is an OVERHEAD POCKET installation. A recess is utilized over the window, and by installing in this pocket, blinds completely disappear when not in use.

FOR THESE LEVOLOR FEATURES

Look for the happy tag characters in the store windows . . .



and . . . look for the Levolor tags on the venetians . . .



COLORS THAT GO TOGETHER

Floor Coverings	Venetians, Draperies & Slip Covers	Walls	Ceilings	Accent Color
Green	1 Laurel Green, Blue, Mauve, White	Pottery Blue	Gardenia White	Gardenia White
	2 Bittersweet, Peach Glow, Ivory, Green	Copper Tone—3 walls Peach Glow—1 wall	Ivory	Burnt Sienna
	3 Mauve, Palm Green, White, Gold	Golden Buff	Palm Green	Palm Green
	4 Canary, Elephant Gray, Indian Rose	April Green	Ivory White	Indian Rose
Blue	1 Periwinkle, Plum, Rose Beige, Larkspur	Rose Beige	Ivory White	Ivory White
	2 White, Wedgwood Blue, Melon Green	April Green—3 walls Floral paper . . . Blue & Green on White—1 wall	Gardenia White	Gardenia White
	3 Cedar Rose, Ivory White, Lime Green	Pottery Blue	Ivory White	Indian Rose
	4 Copper Brown, Topaz Yellow, White, Blue	Sunlight Yellow	Wedgwood Blue	Wedgwood Blue
Gray	1 Elephant Gray, Deep Coral Rose, Ivory White	Coral Rose	Ivory White	Indian Rose
	2 Clay Pink, Mint Green, White	Indian Rose	Gardenia White	Gardenia White
	3 Ivory White, Slate Blue, Peppermint Pink	Burgundy—3 walls White, Blue & Burgundy plaid paper—1 wall	Ivory White	Wedgwood Blue
	4 Kelly Green, White, Yellow, Birch Gray	Sunlight Yellow	Birch Gray	Deep Green
Brown or Beige	1 Fuchsia, Ivory, Evening Blue, Dark Brown	Evening Blue	Ivory	Magenta
	2 Spruce Green, Beige, Brown, Lemon Yellow	Ivory	Beige	Deep Green
	3 Chartreuse, White, Brown, Palm Green	Palm Green—3 walls Green and White-striped paper—1 wall	Gardenia White	Palm Green or Gardenia White
	4 Coral, Peach Glow, Cocoa, Evening Blue	Peach Glow	Colonial Cream	Evening Blue
Wine or Rose	1 Cedar Rose, Lettuce Green, Ivory, Wine	Rose Beige	Ivory	Ivory
	2 Mauve, Wedgwood Blue, Chartreuse, Ivory White	Wedgwood Blue	Ivory White	Chartreuse
	3 April Green, Rose, Ivory White, Wine	Laurel Green—3 walls Ivory White—1 wall	Ivory White	Laurel Green or Ivory White
	4 Turquoise, Clay Pink, White	Colonial Cream	Gardenia White	Turquoise

VENETIANS ARE EASY TO KEEP CLEAN

Venetians, custom built with LEVOLOR heads, slats and bottom bars, present no special cleaning problem—thanks to the plastic coated finish from top to bottom. To keep them sparkling bright, just follow these simple instructions.

When you dust—dust the venetians. When you vacuum—vacuum the venetians. When you wash the woodwork—wash the venetians, and: when you spring houseclean—you may remove the blinds for a thorough job.

DUST with a soft cloth or feather duster. Tilt your venetians tightly down and dust—then up and dust. Tapes can be freshened with a stiff brushing.

VACUUM with your regular attachment; first with the slats tilted tightly down—then up.

Where grease and soot can collect—such as a kitchen, bathroom or industrial sections, venetians will need an occasional washing. Use a mild soap and soft cloth and with slats level—wash left to right, right to left, etc.—down the entire blind. Tapes may be brightened with any of the many cleaning solvents on the market.

For a thorough cleaning—remove the slats (a simple operation with Levolor bottom bars as described on page 11). Wash with mild soap and rinse the slats, head and bottom bar. Tapes should be brushed with a thick lather of mild soap, using as little water as possible. Rinse with a sponge, squeezed in clear water. Assemble while tape is still wet and hang immediately. The Levolor metal bottom bar provides ample weight to prevent tape shrinkage.

The above only describes the simplest methods. However, there are many time saving devices on the market—dusting mits, squeegees, special brushes and vacuum cleaning attachments. Your venetian blind dealer will be glad to tell you about them.

CAUTION: Never wax a wood slat venetian blind because then it can never be repainted.

LEVOLOR LORENTZEN, INC., 391 WEST BROADWAY, NEW YORK 12, N. Y.





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